



***Access Russia's lucrative
Beauty Salon and Day Spa Industry
by exhibiting your company in the U.S.A.
Product Literature Center at
INTERCHARM Professional
Moscow, Russia - April 19-21, 2007
or
by participating in CS Moscow's
Gold Key Service while visiting the show!!***

***Are you seeking market exposure and the opportunity to identify valuable
business partners in the Russian Professional Beauty Industry?***

Who will promote your products at INTERCHARM Professional 2007 and how?

The U.S. Commercial Service in Russia is representing U.S. professional beauty industry providers of equipment, supplies, and professional services by displaying their product literature/catalogs in the catalog showcase we are developing for INTERCHARM Professional 2007, April 19-21, 2007 in Moscow, Russia. The US Commercial Service in Russia will actively pre-market your company's participation in INTERCHARM Professional and will invite local industry representatives to visit our fully equipped product literature booth. In addition, experienced Commercial Specialists will counsel visitors to our booth on your company's products and services and report trade leads to you after the show.

For those U.S. company representatives who plan on visiting Intercharm Professional, we also offer you our *Gold Key Service* (GKS), which is a cost-effective and extremely efficient means to identify, meet and develop potential business partners in Russia. Upon arrival in country, our U.S. Commercial Service representatives will provide GKS clients with introductions to, and a full schedule of one-on-one meetings (typically four or five appointments per day) with potential Russian partners, on-the-ground support and valuable follow-up assistance with prospective business partners. GKS can benefit from optional logistical support services which are guaranteed to ensure a highly productive, problem free, visit to Russia – one of the most important emerging markets in the world today.

What is INTERCHARM Professional 2007?

INTERCHARM Professional is the biggest event in the Russian Beauty Industry. The event welcomes cosmetologists, trichologists, dermatologists, nail specialists and aesthetic surgeons to get to see and learn about the latest offerings and methods in cosmetology and dermatology. As an additional draw for beauty professionals, the INTERCHARM Professional provides a wide range of educational seminars featuring prominent speakers and educators from around the world. Between the Show's main stage presentations and classroom seminars, there is enough variety to satisfy even the most discerning beauty professional.

Who should participate?

U.S. manufacturers and suppliers serving:

- hairdressers
- cosmetologists
- manicurists and pedicurists
- beauty salons owners and directors
- retail players (pharmacy, cosmetics, super- and hypermarket chains)
- distributors
- manufacturers
- packaging and product developers, equipment and raw materials suppliers, and all those, who provide services to cosmetics industry

For further info: <http://www.intercharm.net/eng>

How to register?

Please e-mail or fax to us no later than March 22, 2007 and we will immediately send you the participation agreement documents and further details. Since we can only accept the first 30 companies, we urge you to sign up as early as possible!

**Cost of Participation: Catalog event - \$300
Gold Key Service - \$685 (first day), \$320 – each additional day plus logistical support costs (GKS fees also include the Catalog Event)**

We recommend that you provide 35 copies of literature and any samples to cover this three-day show.

Please Contact:

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